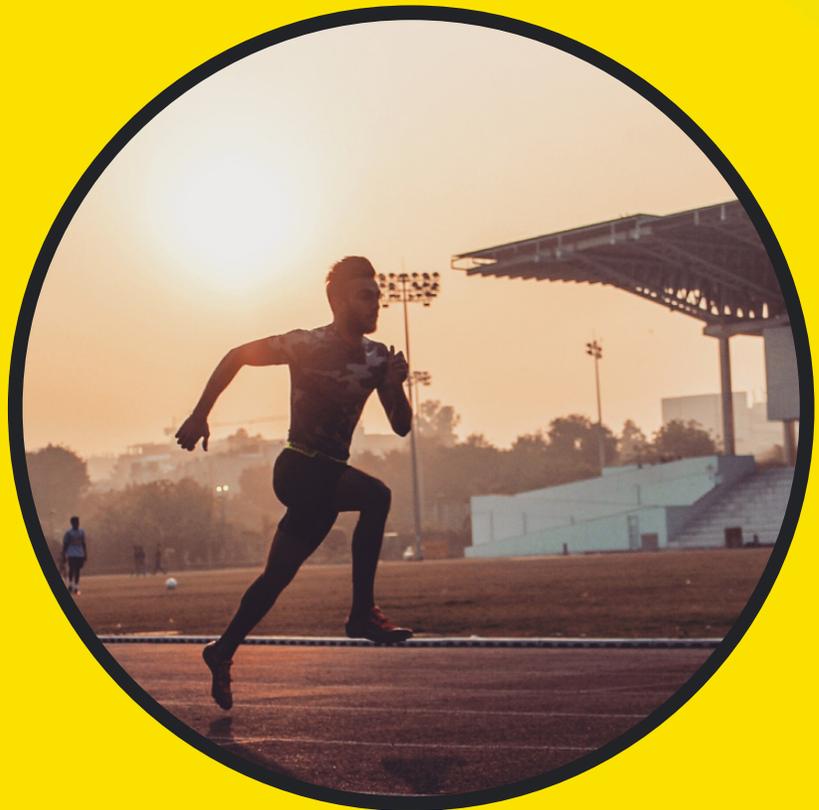


# ATHLETIC DIRECTOR CASE STUDY





# CASE STUDY:

## INVESTING IN GREAT GAINS

### AT A GLANCE

#### CHALLENGES

- Before Ecsell Sports, the program had no comprehensive process for coaching development.
- AD wanted to shift away from primary focus on wins and losses.
- AD did not have a systematic way of having conversations about development with his coaches.

#### THE WIN

- Coaches now understand that a viewpoint through the eyes of the student-athlete is critical for personal growth for student-athletes and coaches alike.
- AD has consistent and practical growth for his coaches.
- +15.5 across each theme in *Coaching Effect Survey Score*.

"Ecsell Sports has allowed us to have a different conversation with our coaches and to focus in on what is really important—the student-athlete."

**MITCHELL STINE, PH.D.**  
ATHLETIC DIRECTOR

#### OBJECTIVES

Provide AD with comprehensive process for coaching development.

AD wanted to shift away from primary focus on wins and losses.

AD needed a systematic way of having conversations about development with his coaches.

#### SOLUTIONS

Implementing the *Coaching Effect Survey* provided each coach an in-depth view of how they impact the student-athlete experience.

The AD was provided data-driven insights into their coach's effectiveness while working with student-athletes. This allowed him to be more effective in developing his coaches.

With year-over-year analysis, the Athletic Director now has a proven roadmap for success with their coaches.

Ecsell Sports provided AD with tools to engage in growth conversations with each of their coaches.



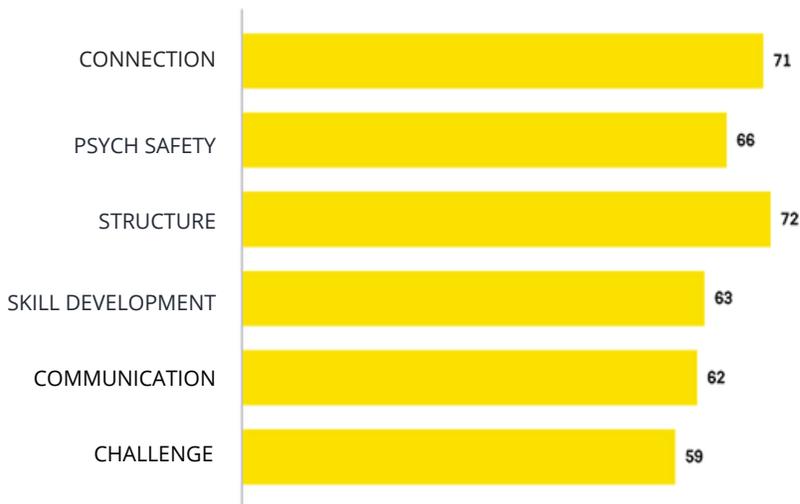


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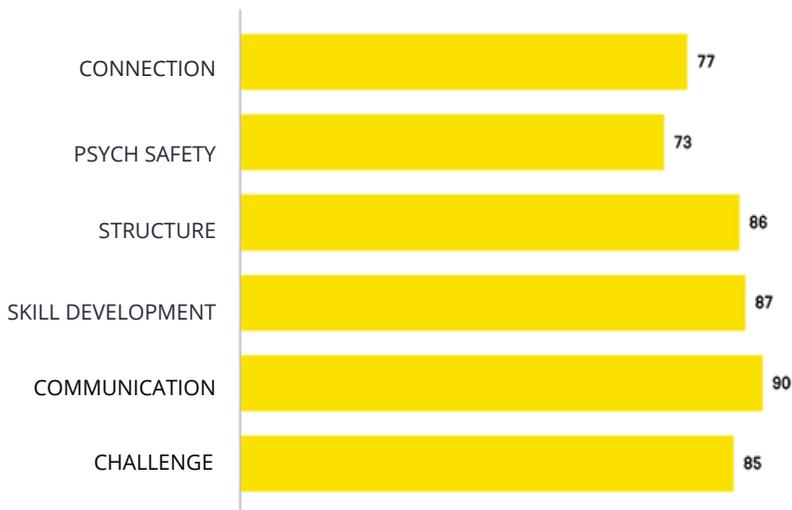
## INVESTING IN GREAT GAINS

### THE DATA

#### YEAR ONE



#### YEAR THREE



### THE WIN

- 1 Coaches now understand that a viewpoint through the eyes of the student-athlete is critical for personal growth for student-athletes and coaches alike.
- 2 +15.5 across each theme in *Coaching Effect Survey Score*.
- 3 AD has consistent and practical growth for his coaches.

